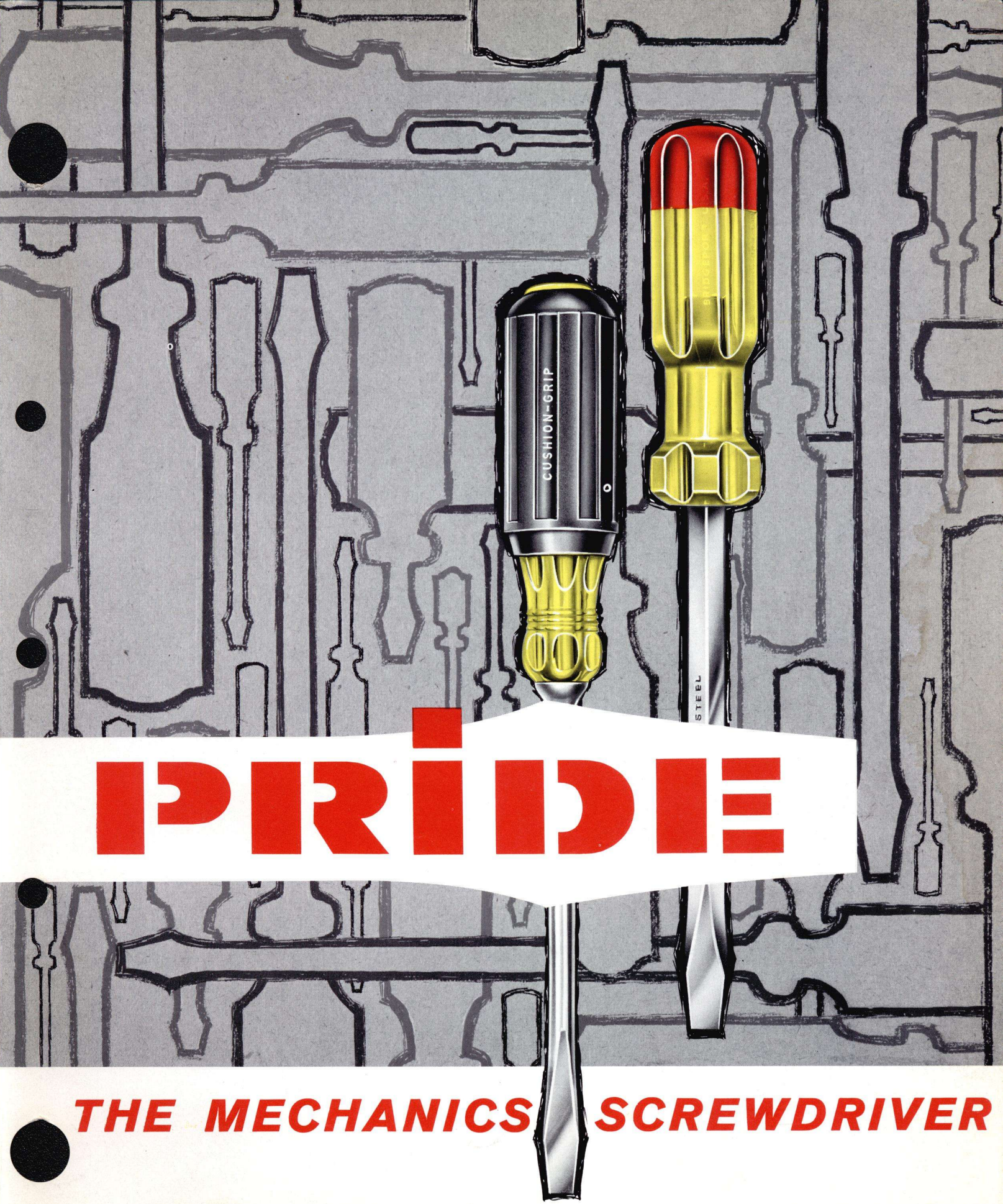


PRIDE

THE MECHANICS SCREWDRIVER

BRIDGEPORT HARDWARE MFG./SUBSIDIARY OF PUROLATOR PRODUCTS, INC./BRIDGEPORT, CONN.

FOR EVERY SCREW SIZE AND SCREW DRIVING JOB, THERE'S A PRIDE THAT'S RIGHT

50% GREATER TURNING POWER

PRIDE CUSHION-GRIP

PRIDE CUSHION-GRIP screwdrivers are the finest made. The resilient neoprene "locked on" to the tough bar amber handle provides a comfortable non-slip grip with 50% greater turning power. The bolstered blade is high grade, hardened alloy tool steel with a winged shank for maximum strength and precision cross-ground points.

NEW!

Interlocked "tongue and groove" handle . . . cannot slip, slide, twist or come off!

Cross section showing slotted bar amber handle and interlocking ribbed sleeve of genuine neoprene rubber.

Full length "Tongue and Groove" interlock completely prevents twisting and sliding.

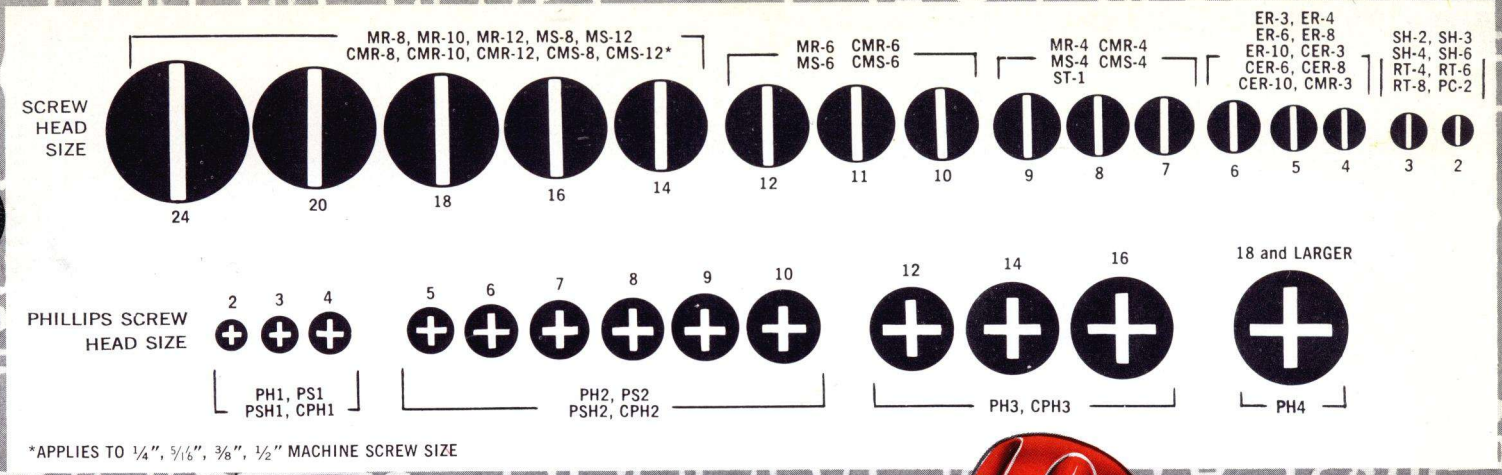
(U.S.A. PAT. NO. 2871899)

The PCA-100 assortment gives you a complete selection of high quality PRIDE Cushion-Grip screwdrivers for the toughest automotive, electrical and industrial work.

Quant.	Item	Description
3	CMR-3	Mechanics Round Blade
6	CMR-4	Mechanics Round Blade
4	CMR-6	Mechanics Round Blade
2	CMR-8	Mechanics Round Blade
1	CMR-10	Mechanics Round Blade
1	CMR-12	Mechanics Round Blade
2	CER-3	Electricians Round Blade
2	CER-6	Electricians Round Blade
1	CER-8	Electricians Round Blade
1	CER-10	Electricians Round Blade
2	CMS-4	Mechanics Square Blade
2	CMS-6	Mechanics Square Blade
1	CMS-8	Mechanics Square Blade
1	CMS-12	Mechanics Square Blade
3	CPH-1	Phillips No. 1 Point
3	CPH-2	Phillips No. 2 Point
1	CPH-3	Phillips No. 3 Point

FREE

This compact screwdriver merchandiser is included with every PCA-100 Cushion Grip assortment. It displays your complete line and provides identification and price right on the board.



PRIDE REDHEAD

The PA-101 assortment contains a balanced minimum stock of 80 proven profitable, fast-selling PRIDE RedHead screwdrivers. Every popular size, application and style is included.

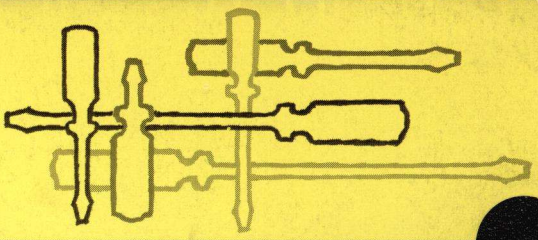
PRIDE REDHEAD screwdriver blades are forged alloy steel with cross ground point accurately gauged to fit screw slots. Redhead handles are genuine tough bar amber which is hammer-proof, shock-proof and non-inflammable.

Quant.	Item	Description
3	MR-4	Mechanics Round Blade
3	MR-6	Mechanics Round Blade
2	MR-8	Mechanics Round Blade
2	MR-10	Mechanics Round Blade
1	MR-12	Mechanics Round Blade
3	MS-4	Mechanics Square Blade
3	MS-6	Mechanics Square Blade
2	MS-8	Mechanics Square Blade
1	MS-12	Mechanics Square Blade
3	ER-3	Electricians Round Blade
3	ER-4	Electricians Round Blade
3	ER-6	Electricians Round Blade
2	ER-8	Electricians Round Blade
2	ER-10	Electricians Round Blade
3	PH-1	Phillips No. 1 Point
3	PH-2	Phillips No. 2 Point
2	PH-3	Phillips No. 3 Point
2	PH-4	Phillips No. 4 Point
2	PS-1	Phillips Stubby
2	PS-2	Phillips Stubby
3	ST-1	Stubby Square Blade
3	PC-2	Pocket Clip Midget
3	RT-4	Radio Round Blade
3	RT-6	Radio Round Blade
3	RT-8	Radio Round Blade
3	SH-2	Screwholding Square Blade
3	SH-3	Screwholding Square Blade
3	SH-4	Screwholding Square Blade
3	SH-6	Screwholding Square Blade
3	PSH-1	Phillips Screwholding
3	PSH-2	Phillips Screwholding

FREE

This eye-catching, modern, colorful display board shows off the REDHEAD line to full advantage and provides instant identification and pricing — free with every PA-101 assortment.

PRICE LIST



PRIDE RED HEAD SCREWDRIVERS

PA-101 RED HEAD ASSORTMENT							
QUANTITY	ITEM	DESCRIPTION	BLADE LENGTH	BLADE STOCK	WEIGHT PER CARTON OF 6		SUGGESTED MECHANICS NET EACH
3	MR-4	Mechanics Round Blade	4"	1/4"	1 1/4 lbs.		$1.07
3	MR-6	Mechanics Round Blade	6"	5/16"	2 1/2 lbs.		1.59
2	MR-8	Mechanics Round Blade	8"	3/8"	3 1/2 lbs.		2.05
2	MR-10	Mechanics Round Blade	10"	3/8"	4 lbs.		2.27
1	MR-12	Mechanics Round Blade	12"	3/8"	4 3/4 lbs.		2.39
3	MS-4	Mechanics Square Blade	4"	1/4"	1 1/2 lbs.		1.25
3	MS-6	Mechanics Square Blade	6"	5/16"	2 1/2 lbs.		1.80
2	MS-8	Mechanics Square Blade	8"	3/8"	3 lbs.		2.16
1	MS-12	Mechanics Square Blade	12"	3/8"	5 1/4 lbs.		2.50
3	ER-3	Electricians Round Blade	3"	3/16"	1/2 lb.		.80
3	ER-4	Electricians Round Blade	4"	3/16"	1 lb.		.95
3	ER-6	Electricians Round Blade	6"	3/16"	1 lb.		1.02
2	ER-8	Electricians Round Blade	8"	3/16"	1 1/4 lbs.		1.14
2	ER-10	Electricians Round Blade	10"	3/16"	1 1/2 lbs.		1.32
3	PH-1	Phillips No. 1 Point	3"	3/16"	5/8 lb.		.80
3	PH-2	Phillips No. 2 Point	4"	1/4"	1 1/2 lbs.		1.14
2	PH-3	Phillips No. 3 Point	6"	5/16"	2 lbs.		1.59
2	PH-4	Phillips No. 4 Point	8"	3/8"	3 lbs.		2.04
2	PS-1	Phillips Stubby	1"	3/16"	1/2 lb.		.91
2	PS-2	Phillips Stubby	1 1/4"	1/4"	3/4 lb.		1.14
3	ST-1	Stubby Square Blade	1 1/4"	1/4"	5/8 lb.		.91
3	PC-2	Pocket Clip Midget	2"	1/8"	*1/2 lb.		.39
3	RT-4	Radio Round Blade	4"	1/8"	1/4 lb.		.57
3	RT-6	Radio Round Blade	6"	1/8"	1/4 lb.		.61
3	RT-8	Radio Round Blade	8"	1/8"	3/8 lb.		.73
3	SH-2	Screwholding Square Blade	2"	1/8"	1/4 lb.		.55
3	SH-3	Screwholding Square Blade	3"	1/8"	3/8 lb.		.68
3	SH-4	Screwholding Square Blade	4"	1/8"	1/2 lb.		.80
3	SH-6	Screwholding Square Blade	6"	1/8"	5/8 lb.		1.00
3	PSH-1	Phillips Screwholding	3"	3/16"	3/4 lb.		1.14
3	PSH-2	Phillips Screwholding	4"	1/4"	1 lb.		1.25
80	**Total**				**30 lbs.**		

*Weight per carton of 12

PRIDE CUSHION GRIP SCREWDRIVERS

PCA-100 CUSHION GRIP ASSORTMENT							
3	CMR-3	Mechanics Round Blade	3"	3/16"	1 lb.		$1.48
6	CMR-4	Mechanics Round Blade	4"	1/4"	1 1/2 lbs.		1.48
4	CMR-6	Mechanics Round Blade	6"	5/16"	2 1/2 lbs.		1.70
2	CMR-8	Mechanics Round Blade	8"	3/8"	3 1/2 lbs.		2.16
1	CMR-10	Mechanics Round Blade	10"	3/8"	4 lbs.		2.39
1	CMR-12	Mechanics Round Blade	12"	3/8"	4 1/2 lbs.		3.18
2	CER-3	Electricians Round Blade	3"	3/16"	1 lb.		1.14
2	CER-6	Electricians Round Blade	6"	3/16"	1 lb.		1.25
1	CER-8	Electricians Round Blade	8"	3/16"	1 1/4 lbs.		1.27
1	CER-10	Electricians Round Blade	10"	3/16"	1 1/2 lbs.		1.48
2	CMS-4	Mechanics Square Blade	4"	1/4"	1 1/2 lbs.		1.60
2	CMS-6	Mechanics Square Blade	6"	5/16"	2 1/2 lbs.		2.04
1	CMS-8	Mechanics Square Blade	8"	3/8"	4 lbs.		2.61
1	CMS-12	Mechanics Square Blade	12"	3/8"	5 lbs.		3.18
3	CPH-1	Phillips No. 1 Point	3"	3/16"	1 lb.		1.16
3	CPH-2	Phillips No. 2 Point	4"	1/4"	1 1/2 lbs.		1.50
1	CPH-3	Phillips No. 3 Point	6"	5/16"	2 1/2 lbs.		1.80
36	**Total**				**20 lbs.**		

PRIDE PRICE LIST

THE MECHANICS SCREWDRIVER

ITEM	DESCRIPTION	BLADE LENGTH	BLADE STOCK	WEIGHT PER CARTON OF 6 IN LBS.	JOBBER NET EACH	SUGGESTED MECHANICS NET EACH
MR-4	Mechanics Round Blade	4"	1/4"	1 1/4	$ .59	$1.07
MR-6	Mechanics Round Blade	6"	5/16"	2 1/2	.87	1.59
MR-8	Mechanics Round Blade	8"	3/8"	3 1/2	1.13	2.05
MR-10	Mechanics Round Blade	10"	3/8"	4	1.25	2.27
MR-12	Mechanics Round Blade	12"	3/8"	4 3/4	1.31	2.39
MS-4	Mechanics Square Blade	4"	1/4"	1 1/2	.69	1.25
MS-6	Mechanics Square Blade	6"	5/16"	2 1/2	1.00	1.80
MS-8	Mechanics Square Blade	8"	3/8"	3	1.19	2.16
MS-12	Mechanics Square Blade	12"	3/8"	5 1/4	1.38	2.50
ER-3	Electricians Round Blade	3"	3/16"	1/2	.44	.80
ER-4	Electricians Round Blade	4"	3/16"	1	.52	.95
ER-6	Electricians Round Blade	6"	3/16"	1	.56	1.02
ER-8	Electricians Round Blade	8"	3/16"	1 1/4	.63	1.14
ER-10	Electricians Round Blade	10"	3/16"	1 1/2	.73	1.32
PH-1	Phillips No. 1 Point	3"	3/16"	5/8	.44	.80
PH-2	Phillips No. 2 Point	4"	1/4"	1 1/2	.63	1.14
PH-3	Phillips No. 3 Point	6"	5/16"	2	.87	1.59
PH-4	Phillips No. 4 Point	8"	3/8"	3	1.13	2.04
PS-1	Phillips Stubby	1"	3/16"	1/2	.50	.91
PS-2	Phillips Stubby	1 1/4"	1/4"	3/4	.63	1.14
ST-1	Stubby Square Blade	1 1/4"	1/4"	5/8	.50	.91
PC-2	Pocket Clip Midget	2"	1/8"	*1/2	.21	.39
RT-4	Radio Round Blade	4"	1/8"	1/4	.31	.57
RT-6	Radio Round Blade	6"	1/8"	1/4	.34	.61
RT-8	Radio Round Blade	8"	1/8"	3/8	.40	.73
SH-2	Screwholding Square Blade	2"	1/8"	1/4	.30	.55
SH-3	Screwholding Square Blade	3"	1/8"	3/8	.37	.68
SH-4	Screwholding Square Blade	4"	1/8"	1/2	.44	.80
SH-6	Screwholding Square Blade	6"	1/8"	5/8	.55	1.00
PSH-1	Phillips Screwholding	3"	3/16"	3/4	.63	1.14
PSH-2	Phillips Screwholding	4"	1/4"	1	.69	1.25
CMR-3	Mechanics Round Blade	3"	3/16"	1	.81	1.48
CMR-4	Mechanics Round Blade	4"	1/4"	1 1/2	.81	1.48
CMR-6	Mechanics Round Blade	6"	5/16"	2 1/2	.94	1.70
CMR-8	Mechanics Round Blade	8"	3/8"	3 1/2	1.19	2.16
CMR-10	Mechanics Round Blade	10"	3/8"	4	1.31	2.39
CMR-12	Mechanics Round Blade	12"	3/8"	4 1/2	1.75	3.18
CER-3	Electricians Round Blade	3"	3/16"	1	.63	1.14
CER-6	Electricians Round Blade	6"	3/16"	1	.69	1.25
CER-8	Electricians Round Blade	8"	3/16"	1 1/4	.70	1.27
CER-10	Electricians Round Blade	10"	3/16"	1 1/2	.81	1.48
CMS-4	Mechanics Square Blade	4"	1/4"	1 1/2	.87	1.60
CMS-6	Mechanics Square Blade	6"	5/16"	2 1/2	1.12	2.04
CMS-8	Mechanics Square Blade	8"	3/8"	4	1.44	2.61
CMS-12	Mechanics Square Blade	12"	3/8"	5	1.75	3.18
CPH-1	Phillips No. 1 Point	3"	3/16"	1	.63	1.16
CPH-2	Phillips No. 2 Point	4"	1/4"	1 1/2	.82	1.50
CPH-3	Phillips No. 3 Point	6"	5/16"	2 1/2	1.12	1.80
PA-101	Redhead Assortment			†30	50.25	
PCA-100	Cushion Grip Assortment			†20	33.28	

*Weight per carton of 12
†Weight per individual assortment and board in carton